

Stage: Implementation – Substage: Prototyping & developing Business model

References: SIC project's learning repository, SIMPACT's Social Innovation Business Toolbox, SocialUP project's DT Field Guide



What is it for?

The business model is a visual map of the main stakeholders and the value propositions a particular design solution or concept offers to them. The tool is a precursor to drawing up a complete business plan and is useful for formulating in a more rapid and cost-efficient manner the business model behind the idea for the initial phases.

How to use it?

The social innovation business model is made up of 15 blocks. Unlike other similar business model canvases, this one has been modified to better suit social innovations, including among others, the following changes: a specific social value proposition, a separation between beneficiaries and financing supporters and boxes dedicated to surplus designation and social impact measurement. The canvas can be completed in any order; the following is merely a suggested path.



1. Social Problem/Social Need and Existing Alternatives: identify and analyze the social problem at hand and benchmark existing solutions to find out what is and what is not working.
2. Beneficiaries and Financing Supporters: identify, segment and understand your beneficiaries, customers and financing supporters (donors, investors and funders).
3. Solution/Governance: ideate or describe the solution to the social problem/need and the governance model.
4. Social/Commercial Value Proposition: formulate the social (i.e. the value created for beneficiaries) and commercial value proposition (i.e. the value created for paying customers/investors).
5. Relationship and Channels: describe how you reach your target beneficiaries, customers and/or investors.
6. Social Impact Measures: what indicators can be used to measure the impact of the solution.
7. Key Activities/Key Resources: define what key activities and resources are needed to support the innovation.
8. In-kind Supporters and Key Partners: list key partners who provide support, resources and services that foster the growth of the solution.
9. Cost Structure & Revenue Streams: list what costs are created and how revenues will be generated (i.e. membership fees, freemium/premium, product sales, etc.).
10. Surplus: indicate where surplus will be invested if generated.

<p>In-kind Supporters and Key partners</p> <p>Are any supporters providing key resources or services to your SI?</p>	<p>Key activities</p> <p>What activities are pivotal to the operation and development of your SI?</p>	<p>Social problem/Social Need</p> <p>What social need are addressing?</p> <p>Existing alternatives</p>	<p>Solution</p> <p>What is your solution?</p> <p>Governance</p> <p>What governance structure is best for your SI?</p>	<p>Social Value Proposition</p> <p>What value are you delivering to your beneficiaries and stakeholders?</p>	<p>Relationships</p> <p>What kind of relationship do you have with each stakeholder group?</p>	<p>Beneficiaries</p> <p>Who are you serving?</p>
	<p>Key Resources</p> <p>What resources are key to the functioning of your SI?</p>	<p>Are there any existing solutions? And how are different from them?</p>	<p>Social Impact measures</p> <p>How do you measure your social impact?</p>	<p>Value proposition</p> <p>What value are you delivering to your financing supporters?</p>	<p>Channels</p> <p>How do you reach your beneficiaries and supporters?</p>	<p>Financing supporters</p> <p>Who are your SI paying or financing supporters?</p>
<p>Cost structure</p> <p>What costs do you have (Where your costs come from)? Are you able to cover some of them through key supporters (in kind, financing, volunteers, etc..)?</p>			<p>Surplus</p> <p>What do you invest any eventual surplus?</p>	<p>Revenues</p> <p>Where do your revenues come from?</p>		